IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.:

10/718,869

Group Art Unit No.:

2167

Applicant(s):

Beena Somaroo, et al. Examiner:

Robert M. Timblin

Filing Date:

November 20, 2003

Docket No.:

085804.013100

Title:

LISTING SERVICE TRACKING SYSTEM AND METHOD FOR

TRACKING A USER'S INTERACTION WITH A LISTING SERVICE

Customer No.:

76058

Mail Stop Amendment

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO NON-FINAL OFFICE ACTION

Sir:

In response to the Office Action mailed on July 26, 2010, please consider the following Remarks.

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 7 of this paper.

Certificate of Electronic Mailing (37 C.F.R. § 1.8) I hereby certify that this correspondence is being deposited electronically with the United States Patent Office addressed to Mail Stop Amendment, Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on September 29, 2010.

Typed or printed name of person signing this certificate:

Signature: